

Social Media Toolkit

Anti-Bullying Week 2025: Power for Good

Monday 10th to Friday 14th November 2025



www.anti-bullyingalliance.org.uk

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WELCOME TO ANTI-BULLYING WEEK 2025

 Monday 10 – Friday 14 November | Theme: **'Power for Good'** (#PowerForGood)

We'll kick things off with **Odd Socks Day on Monday 10 November** – a fun, colourful way to celebrate what makes us unique. Last year, over **8 million children** took part, and this year we want to reach even more – with your help!

Whether you're a school, organisation, parent, Parliamentarian, company or just joining in on your own, this **Social Media Toolkit** has everything you need to get involved.

ANTI-BULLYING WEEK 2025: POWER FOR GOOD

CALL TO ACTION:

Every year, bullying impacts the lives of countless young people and silence helps it grow.

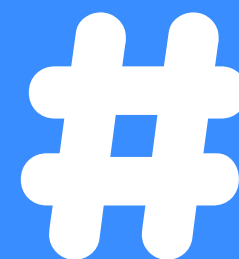
That's why, this Anti-Bullying Week, we're empowering young people to use their Power for Good to safely speak up and raise awareness when they see bullying, face to face or online.

Lasting change needs all of us. From playgrounds to parliament, our homes to our phones — we all have a part to play.

Together, we can use our Power for Good to end bullying - for good.



#ANTIBULLYINGWEEK



#PowerForGood
#AntiBullyingWeek
#OddSocksDay

HASHTAGS

LET'S GET ANTI-BULLYING WEEK TRENDING!

Remember to tag us on the different platforms and use the campaign hashtags. That way we can see and share what you're posting.

WHERE YOU CAN FIND US ONLINE?

We'll be using our #PowerForGood across all our social media platforms, and we hope you will too! Tag us so we can see and share what you're up to during this year's Anti-Bullying Week!



@ABAonline



@anti-bullyingalliance.org.uk



Anti-BullyingAlliance



@antibullyingalliance



@antibullyingalliance



Anti-Bullying Alliance

CONTACT US

If there's anything you need (including media enquiries) or you would like to share with us - you can contact us on aba@ncb.org.uk



#ANTIBULLYINGWEEK



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DOWNLOAD ALL THE CAMPAIGN ASSETS

We've created a bank of ready-to-use posts, photos and videos for Anti-Bullying Week. Download them via the link on this page, and check back regularly, as we'll keep adding more in the run-up to the week.



BEFORE ANTI-BULLYING WEEK 2025

Help us build anticipation before the week and let people know Anti-Bullying Week and Odd Socks Day will be happening. Please share the messages below on your socials to show support. You can even find some assets to add to the posts in the campaign assets folder.

To use one of our pre-made posts, please copy and paste the text below (making sure to use our correct social media handle - see page 2 for reference), or simply click 'Click to post' to share directly on X.

From playgrounds to parliament, our homes to our phones, #AntiBullyingWeek is coming soon on 10th November! Together, we can use our #PowerForGood to end bullying - for good. ❤️



Join us and @ABAonline to be part of the change!
<https://bit.ly/4mN5Ous>

Click to post

Get your odd socks ready! 🧦



#OddSocksDay kicks off #AntiBullyingWeek on Monday 10th November. We're wearing odd socks to help end childhood bullying that affects millions. Will you join us?

[@ABAonline](https://bit.ly/45Ai9v1)

Click to post



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ANTI-BULLYING WEEK 2025 TIMELINE

Here's how you can get involved with this year's Anti-Bullying Week:

MONDAY
10
NOVEMBER

TUESDAY
11
NOVEMBER

WEDNESDAY
12
NOVEMBER

THURSDAY
13
NOVEMBER

FRIDAY
14
NOVEMBER

POWER FOR GOOD



Wear odd socks for #OddSocksDay with Andy and the Odd Socks (See page 6)



Join our #AntiBullyingWeek Hashtag Party! (See page 5)



Join us in pledging to always use your #PowerForGood to prevent bullying (See page 7)



Join our online discussions about: How do we encourage young people to use their power for good when they see bullying taking place? (See page 8)



Join us for #ThankYouThursday by thanking someone online for using their #PowerForGood to help end bullying (See page 8)



Celebrate the fantastic work of schools on ABA's United Against Bullying+ programme, and learn what works in anti-bullying approaches (See page 8)

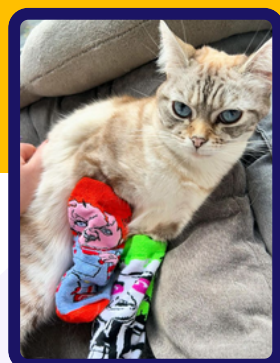


Let's celebrate what we've achieved this week! (See page 9)



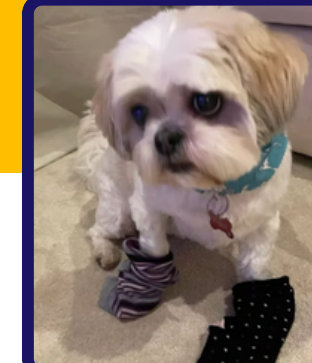
What's next? Anti-bullying is not just for Anti-Bullying Week. What are our goals for the year? (See page 9)

Join us online for an anti-bullying training session to end the week. (See page 9)



VOTE FOR YOUR FAVOURITE PET IN ODD SOCKS (See page 6)

Whatever you choose to do this Anti-Bullying Week – remember use the @ tags and hashtags so we can see and share what you're up to.



WHAT CAN YOU DO EACH DAY OF ANTI-BULLYING WEEK?

MONDAY 10TH NOVEMBER

10

Kick off Anti-Bullying Week on social media!

There are 2 great ways to get involved on **Monday 10 November**:

1. JOIN OUR HASHTAG PARTY

Help us get Anti-Bullying Week trending (we've done it 10 years in a row!). Use:

- #AntiBullyingWeek
- #PowerForGood
- #OddSocksDay



2. TAKE PART IN ODD SOCKS DAY

Celebrate what makes us unique.



Need ideas for posts?

It's completely up to you, but if you'd like some inspiration, here are a few suggested posts:

From playgrounds to parliament, our homes to our phones, this #AntiBullyingWeek let's use our #PowerForGood! Together, we can bring an end to bullying that impacts millions of young lives - for good. ❤️



Join us and @ABAonline to be part of the change!
<https://bit.ly/4mN5Ous>

Click to post

It's #AntiBullyingWeek, and we're using our #PowerForGood! ⚡



Let's empower young people to use their Power for Good to safely speak up and raise awareness when they see bullying, face to face or online.

<https://bit.ly/4mN5Ous> @ABAonline

Click to post



Need content? Download our ready-to-use images, GIFs and videos [HERE](#).



MONDAY 10TH NOVEMBER CONTINUED...

10

WE'RE KICKING OFF WITH ODD SOCKS DAY!

Millions of children, parents, workplaces and celebs join #OddSocksDay to celebrate what makes us unique.



HOW TO TAKE PART:

1. Get your team to wear odd socks (home, school, community or work!)
2. Ask for a £1 donation per person to support the Anti-Bullying Alliance
3. Share a photo online with #OddSocksDay and #AntiBullyingWeek. Tag us:
 - X: @ABAonline
 - Instagram: @AndyandtheOddSocks & @AntiBullyingAlliance



You can donate **HERE**.



I'm wearing my odd socks today for #OddSocksDay to celebrate what makes us all unique!



Let's stand together with @ABAonline & Andy and the Odd Socks to use our #PowerForGood this #AntiBullyingWeek

Wear your odd socks too and help stop bullying!
<https://bit.ly/45Ai9v1>

Click to post



Wear your odd socks and make some noise about bullying!

Post your videos on social media using **#OddSocksDay** and **#PowerForGood**, and don't forget to tag us.

For more info, download our school, youth setting & workplace packs, flyers and posters **HERE**.



This year, **Andy and the Odd Socks** are back with a brand-new song, Power for Good. The video will be live on our website before Anti-Bullying Week.



Why not join stars like **Ant & Dec, Craig David, Victoria Beckham, Rishi Sunak MP and Emma Willis** and share your own short video on Instagram, X, YouTube or TikTok in your odd socks? Just remember to tag us (handles on page 2).



Sock it to the bullies



WIN A SCHOOL VISIT FROM ANDY AND THE ODD SOCKS!



BEST PET IN ODD SOCKS

Our hugely popular #PetsInOddSocks competition is back for its fourth year!

To enter, simply share a photo or video of your pet in odd socks on X, Instagram or TikTok during Anti-Bullying Week. Use #PetsInOddSocks and #OddSocksDay and don't forget to tag us (handles on page 2).

We'll share our favourites each day, with the final round on Friday 14 November. And of course, only take part if your pet is comfortable!



POWER FOR GOOD
#ANTIBULLYINGWEEK

ANTI-BULLYING ALLIANCE

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MAKE YOUR #POWERFORGOOD PLEDGES

On Tuesday of Anti-Bullying Week, we're asking everyone, individuals, schools and organisations, to share their pledge to stand up to bullying and celebrate kindness.

Use our pledge templates, share our suggested posts, or get creative:

- Post a video, photo or message about how you'll use your power for good
- Share a team photo holding pledge signs
- Record a short video on why kindness matters to you

Don't forget to tag us (see page 2) and use #PowerForGood so we can share your pledges!

Example pledges for individuals

We all have the power to do good!



This #AntiBullyingWeek, I pledge to always use my #PowerForGood to safely speak up & raise awareness when I see bullying. Let's make the world free from bullying for every child!

Make your pledge too: <https://bit.ly/4lzDafp> @ABAonline

Click to post

Example pledges for organisations, schools or groups of people

We all have the power to do good!



This #AntiBullyingWeek, we pledge to always use our #PowerForGood to safely speak up & raise awareness when we see bullying. Let's make the world free from bullying for every child!

Make your pledge too: <https://bit.ly/4lzDafp> @ABAonline

Click to post



ENCOURGING THE POWER FOR GOOD: SOCIAL MEDIA DISCUSSION

Join us on **Wednesday 12th November** across X, Instagram (Stories and posts), TikTok, Facebook and LinkedIn for a live discussion on one important question:

How do we encourage young people to speak out when they see bullying taking place?

We want everyone to get involved! Share your thoughts, experiences and ideas using **#PowerToSpeakOut** and help spread the message that we all have the power to make a difference.

Throughout the day, we'll be posing questions, sharing comments from across our experts, and responding to your comments, and we'll highlight some of the most powerful insights from across all platforms.

If you'd like to send us a question in advance, please email aba@ncb.org.uk.

Let's make sure the message, that we can all use our power for good, reaches every corner of our communities.



JOIN US FOR #THANKYOUTHURSDAY!

Celebrate someone who's used their **#PowerForGood** to help end bullying, a friend who stood up for someone, a teacher who created an inclusive classroom, a colleague who challenged unkind behaviour, or a young person who spoke out when it mattered most.

Post your thanks online, share their story, tag them if you can, and use **#ThankYouThursday** and **#PowerForGood** so others can be inspired. Together, we'll show that kindness and courage really do make a difference.



Need ideas? Check out our example posts below!

✨ This #AntiBullyingWeek, I want to celebrate [INSERT NAME] for using their #PowerForGood!



They [INSERT ACTION], showing how kindness and courage can make a real difference.

Thank you for being you! ❤️ #ThankYouThursday @ABAonline

Click to post

💙 In honour of #ThankYouThursday, I want to thank [INSERT NAME] for always using their #PowerForGood to speak up and raise awareness against bullying.



Because of you, we're one step closer to ending bullying - for good! #AntiBullyingWeek @ABAonline

Click to post

UNITED AGAINST BULLYING PLUS: WHOLE-SCHOOL LEARNING AND SHARING EVENT

13TH NOVEMBER 2025 | 16:00-17:00

Join us in celebrating the fantastic work of schools on ABA's United Against Bullying+ programme, and learning what works in anti-bullying approaches.

Book now

FRIDAY 14TH NOVEMBER

14

CELEBRATE!

Let's wrap up Anti-Bullying Week by sharing our favourite moments.

If you need inspiration, we've got plenty of post, photo and video ideas [HERE](#), maybe there are some you haven't used yet!



We'll also be sharing our own highlights and saying a huge thank you to everyone who took part.

ANTI-BULLYING IS NOT JUST FOR ANTI-BULLYING WEEK

Today's also a chance to share how you'll keep raising awareness throughout the year. Anti-bullying work is needed every day, not just this week.

From CPD training, tools and case studies to campaigns, resources and ABA membership, we've got everything you need to stay united against bullying all year round, whether you're an individual, school, young person, organisation or parent/carer.



As #AntiBullyingWeek comes to an end, this is a reminder that anti-bullying isn't just for Anti-Bullying Week!



We will commit to use our #PowerForGood all year round

Click to post



Other Anti-Bullying Resources: For all Anti-Bullying Alliance's resources, visit the website.



ABA ANTI-BULLYING CPD TRAINING

14TH NOVEMBER 2025 | 09:00-12:00

Build your understanding of bullying, learn who is most at risk, and grow confidence in preventing and responding effectively.

Open to schools and the wider children's workforce, including social workers, healthcare professionals, youth offending teams, early years and post-16 providers, youth workers, school governors, and information, advice & support workers.

Book now



**POWER
FOR
GOOD**
#ANTIBULLYINGWEEK

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OTHER THINGS YOU CAN DO IN ANTI-BULLYING WEEK 2025

1. [Odd Socks Day](#) takes place this year on Monday 10th November 2025, where we ask schools and organisations to wear odd socks to celebrate what makes us all unique.
2. [Sign up to be a supporter of Anti-Bullying Week](#) online where you can download a certificate for your school to display.
3. Display the [Anti-Bullying Week Poster](#) up around school.
4. You can purchase a range of amazing [Anti-Bullying Week merchandise](#) including wristbands and stickers from our online shop.
5. You can share our [Anti-Bullying Week Pack for parents and carers](#) among parents and carers in your school.
6. We have [online CPD anti-bullying online training](#) available for all school staff on our website. It covers a range of topics including bullying and the law, what is bullying, cyberbullying, and many others. 1,000s have accessed it so do not delay – complete today!
7. Anti-Bullying Week is not government funded so we need to raise funds to run it each year. If you are able to [fundraise for us or any of our member charities](#) during Anti-Bullying Week we are immensely grateful. You could do a sponsored race or hold a non-uniform day or a bake sale. You can find more ways to fundraise for us in Anti-Bullying Week [here](#).
8. [Review your anti-bullying policy](#) as a school. We have some handy tips to help with developing your anti-bullying policy. Anti-Bullying Week is a great opportunity to review you policy as a school.
9. [Transform your school's approach to bullying and wellbeing with United Against Bullying \(UAB\)](#) – join the programme and see real, lasting change for your pupils.



ABOUT THE ANTI-BULLYING ALLIANCE

Anti-Bullying Week is coordinated by the Anti-Bullying Alliance (ABA) in England, Wales and Northern Ireland. We are a unique coalition of organisations and individuals, working together to achieve our vision to: stop bullying and create safer environments in which children and young people can live, grow, play and learn. We welcome membership from any organisation or individual that supports this vision and support a free network of thousands of schools and colleges.



The ABA has three main areas of work:

- Supporting learning and sharing best practice through membership
- Raising awareness of bullying through Anti-Bullying Week and other coordinated, shared campaigns
- Delivering programme work at a national and local level to help stop bullying and bring lasting change to children's lives

ABA is based at leading children's charity the National Children's Bureau.

We'd like to extend a massive 'thank you' to all the young people involved in developing the theme this year and the school films. Particularly those young people from the 'Young Anti-Bullying Alliance'.

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#ANTIBULLYINGWEEK

Please share your 'Power for Good' activity with us online!



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